



Crafting your...

CUSTOMER
AVATAR

AVATAR DEMOGRAPHICS

Geographic	
Age	
Generation (ie. Baby Boomer, Millennial)	
Relationship Status	
Education	
Work (ie. Employers, Job Title, Schools)	
Income	
Home Type (ie. Homeowner, renter)	
Average Family Size	
Other	

AVATAR INTERESTS

Business and Industry (architecture, banking, business, construction, design)	
Entertainment (games, events, movies, music, reading, tv)	
Family and Relationships (dating, family, fatherhood, marriage, motherhood, parenting, weddings)	
Fitness and Wellness (bodybuilding, dieting, gyms, meditation, nutrition, physical exercise)	
Food and Drink (alcoholic beverages, cooking, food, restaurants)	
Hobbies and Activities (arts and music, home and garden, pets, travel, politics, travel, vehicles)	
Sports	
Other	

AVATAR BEHAVIORS

Charitable donations	
Digital activities (gamers, facebook admins, online spenders, small business owners, technology early adopters, late adopters)	
Financial: (insurance, investments)	
Spending: (credit card users, bank cards, retails stores, premium cards)	
Purchase Behavior (kids products, pet products, garden products, clothing)	
Travel	
Other	

AVATAR GENERAL

What are their concerns related to your product /service?	
What has happened in the past that led them to this point?	
How do they feel about what happened in the past?	
What about your product/ service matters to this person?	
How does it solve a need, pain, or make them feel good?	
How does it better their life?	
What goes through their mind before they purchase your product / service?	
What is the “final straw” that makes them pull the trigger and move forward with your product / service?	
Other	